



WPTV

ORDER

Print Date 10/18/12

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Flight Dates **10/24/12-10/26/12**

Contract / Revision **315091 /**

Original Date / Revision
10/17/12 10/18/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **Angela 1241**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 36062

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	21637
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	14	\$12,261.25	\$14,425.00	0.00
Totals	14	\$12,261.25	\$14,425.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	14	\$12,261.25	\$14,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/24/12	10/26/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- 111--			3		\$1,200.00		0.00				
N 2	WPTV	10/24/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	-- 111--	:30	3	\$575.00	FX	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- 111--			3		\$575.00		0.00				
N 3	WPTV	10/24/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--- 11--	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00



WPTV

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Contract / Revision **315091** Flight Dates **10/24/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/18/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **Angela 1241**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/24/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	---11--	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---11--					2	\$725.00		0.00		
N 4	WPTV	10/24/12	10/26/12	M-F 530-6p M-F 530-6p	CM	530-6p	--111--	:30	3	\$1,600.00	FX	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--111--					3	\$1,600.00		0.00		
N 5	WPTV	10/24/12	10/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	--111--	:30	3	\$950.00	FX	0.00 NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--111--					3	\$950.00		0.00		
													Totals	14 \$14,425.00